

# **Navigating the Digital Landscape**

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# **Navigating the Digital Landscape: Understanding Customer Behaviour in the Online World**

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United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Editorial matter and selection © 2024 Nripendra Singh, Pooja Kansra and S. L. Gupta.  
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**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83549-273-4 (Print)

ISBN: 978-1-83549-272-7 (Online)

ISBN: 978-1-83549-274-1 (Epub)



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# Contents

List of Figures and Tables	vii
About the Contributors	xi
<b>Chapter 1 Influence of Fashion Bloggers on Setting Trends and Purchase Decision of Young Indian Metropolitan Women</b>	<b>1</b>
<i>Sabina Sethi, Bharti Panwar and Nidhi Goyal</i>	
<b>Chapter 2 What Does the Rise of Avatars Mean for Consumers? A Systematic Literature Review and Future Research Opportunities</b>	<b>17</b>
<i>Atul Dahiya and Diptiman Banerji</i>	
<b>Chapter 3 Does Effective Handling of Negative E-Word of Mouth on Social Media Influence Customers' Behavioral Intentions in the Context of Online Travel Agencies</b>	<b>39</b>
<i>Durgesh Agnihotri, Pallavi Chaturvedi and Vikas Tripathi</i>	
<b>Chapter 4 Antecedents of Healthy Lifestyle of Young Consumers: A Cross-Sectional Study of Sri Lanka</b>	<b>65</b>
<i>P. G. S. A. Jayarathne, Narayanage Jayantha Dewasiri and K. S. S. N. Karunaratne</i>	
<b>Chapter 5 Artificial Intelligence and Augmented Reality: A Business Fortune to Sustainability in the Digital Age</b>	<b>85</b>
<i>Henry Jonathan, Hesham Magd and Shad Ahmad Khan</i>	
<b>Chapter 6 A Qualitative Inquiry Into Preference of Bahraini Fashion Designers Towards Fashion Shows Versus Digital Fashion Shows, and Factors Influencing Their Choice</b>	<b>107</b>
<i>Nidhi Goyal</i>	

<b>Chapter 7 Students Perspective Toward Online Teaching in Higher Education During COVID-19: A Cross-Sectional Analysis</b>	119
<i>Pooja Kansra</i>	
<b>Chapter 8 Extending the Technology Acceptance Model as Predictor to Explore Student’s Intention to Use an Online Edtech Platform in India</b>	129
<i>Jitendra Singh Rathore and Neha Goyal</i>	
<b>Chapter 9 Metamorphosis of Retail Purchase Through Customer Segmentation in Pandemic Times</b>	149
<i>Upasana Diwan, D. D. Chaturvedi and S. L. Gupta</i>	
<b>Chapter 10 Impact of the Pandemic on Consumer Behavior – A Review</b>	167
<i>Ulfat Andrabi, Aaliya Ashraf and Priyanka Chhibber</i>	
<b>Chapter 11 Consumers in the Pandemic: Contented or Discontented</b>	181
<i>Kriti Arya and Richa Chauhan</i>	
<b>Chapter 12 COVID-19 Impact on Consumer Preferences Toward Convenience Store Versus Hypermarkets</b>	217
<i>Ajay Singh and Rahul Gupta</i>	

# List of Figures and Tables

## Chapter 1

Fig. 1.1.	Various Sources of Fashion-Related Information and Latest Trends.	9
Fig. 1.2.	Preference of Blogs.	10
Fig. 1.3.	Role of Fashion Blogger in Providing Information About Latest Fashion Trends.	11
Fig. 1.4.	Influence of Bloggers in Purchase of Branded Items.	12

## Chapter 2

Fig. 2.1.	Protocol Used for the Present Review: “SPAR-4-SLR.”	20
Fig. 2.2.	Year-Wise Distribution of Retrieved Articles.	22
Fig. 2.3.	Geographical Distribution of Retrieved Articles (Provided Courtesy of OpenStreetMap).	24
Fig. 2.4.	Keyword Co-Occurrence of Author Keywords of Retrieved Articles.	27

## Chapter 3

Fig. 3.1.	Conceptual Model Represents the Influence of Factors Like Empathy, Responsiveness, Apology, and Paraphrasing on Customer Satisfaction and Repurchase Intention.	43
Fig. 3.2.	Structural Model Results.	53

## Chapter 5

Fig. 5.1.	Artificial Intelligence’s Global Influence From Applications in Different Fields (Fabian, 2018).	89
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Fig. 5.2.	Comparative Analysis of AI and AR Toward Competing Size, Revenue, Funding, and Investments Predictable Up to 2030.	91
Fig. 5.3.	The Exponential Growth of Augmented Reality Usage During the Last Decade (Alsop, 2022).	91
Fig. 5.4.	Use Cases of Augmented Reality Applications in Different Sectors in the Digital Age (Johnson, 2022).	92
Fig. 5.5.	Principal Applications Sectors of AR and VR in the Present Scenario (Top 14 Industries That Use Virtual Reality Applications to Redefine User Experience. <a href="https://www.holopundits.com/blog/2021/03/top-14-industries-that-use-virtual-reality-applications-to-redefine-user-experience.html">https://www.holopundits.com/blog/2021/03/top-14-industries-that-use-virtual-reality-applications-to-redefine-user-experience.html</a> ).	95
Fig. 5.6.	Machine Learning-Enabled Technology Applications in Different Sectors and Functions Executed in Each Sector.	96
Fig. 5.7.	Range of Applications With AI-Enabled Technology in Adoption by Different Global Companies.	97
Fig. 5.8.	Artificial Intelligence in Different Sectors and Corresponding Applications Areas.	100
<b>Chapter 8</b>		
Fig. 8.1.	Proposed Conceptual Framework.	137
<b>Chapter 10</b>		
Fig. 10.1.	Conceptual Model of the Impact of COVID-19 on Various Sectors.	170
<b>Chapter 12</b>		
Fig. 12.1.	Occupation of Respondents.	224
Fig. 12.2.	Respondents Rating Toward Fear of Going Outside.	225
Fig. 12.3.	Hypermarket versus Convenience Store Visit.	225
Fig. 12.4.	Respondents Choice of Buying Essential Commodities.	226



Fig. 12.5.	Factors for Outside Visits for Retail Buying During Pandemic.	226
Fig. 12.6.	Choice of Retail Shopping.	227

**Chapter 2**

Table 2.1.	Journal-Wise Distribution of Retrieved Articles.	22
Table 2.2.	Citation-Per-Year of Retrieved Articles.	24
Table 2.3.	Citation-Per-Journal of Retrieved Articles.	25
Table 2.4.	Top Five Most Cited Papers in the Retrieved Articles.	27
Table 2.5.	Broad Contexts of Avatar Studies as Seen in the Retrieved Articles.	28
Table 2.6.	Citations Per Author of Retrieved Articles.	36

**Chapter 3**

Table 3.1.	Measurement Model.	49
Table 3.2.	AVE, ASV, MSV, and Cronbach's Alphas.	50
Table 3.3.	AVE: Construct Validity.	52
Table 3.4.	Path Model Results.	53
Table 3.5.	Hypothesis Testing.	54

**Chapter 4**

Table 4.1.	Results of the Convergent Validity.	76
Table 4.2.	Cronbach's Alpha Values.	76
Table 4.3.	Values for Discriminant Validity.	76
Table 4.4a.	Descriptive Statistics.	77
Table 4.4b.	One-Sample Test.	77
Table 4.5a.	Model Summary.	77
Table 4.5b.	Coefficients.	77

**Chapter 7**

Table 7.1.	Demographic Profile of Students.	122
Table 7.2.	Benefits of Attending Online Classes During COVID-19.	123

Table 7.3.	Challenges of Online Classes During COVID-19.	124
Table 7.4.	Willingness for Attend Online Teaching in Post COVID-19.	125
<b>Chapter 8</b>		
Table 8.1.	Models of Technology Acceptance.	131
Table 8.2.	Researches Based on TAM Model With Different External Factors.	133
Table 8.3.	Research Gap and Objectives for the Study.	137
Table 8.4.	Conceptual Framework Factors and Constructs.	138
<b>Chapter 9</b>		
Table 9.1.	Contingency Table for Convenience Score and Demographics.	154
Table 9.2.	Contingency Table for Feedback Management and Memographics.	156
Table 9.3.	Contingency Table for Credit Availability and Demographics.	157
Table 9.4.	Contingency Table for Billing Facilities and Demographics.	158
Table 9.5.	Segmentation of Online Consumers Based on Convenience Factor During Pandemic.	159
Table 9.6.	Segmentation of Online Consumers Based on Feedback Management Factor During Pandemic.	160
Table 9.7.	Segmentation of Online Consumers Based on Credit Availability Factor During Pandemic.	161
Table 9.8.	Segmentation of Online Consumers Based on Billing Facility Factor During Pandemic.	162
<b>Chapter 11</b>		
Table 11.1.	Literature Review (TCCM Framework).	190
<b>Chapter 12</b>		
Table 12.1.	Tabulation of Factors Considered for Outside Buying.	227

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